Radio/WCSR: Advertising Rate Sheet

80. Radio

1-11

3053

ADVERTISING RATE SHEET

for

WCSR

"The Voice of Smith"

LOCAL RATES

60 min. Program — 6 min. of Adv.	$18.00
30 min. Program — 3 min. of Adv.	10.00
15 min. Program — 1½ min. of Adv.	5.00
Spot Announcement — 45 sec. of Adv.	1.50

NATIONAL RATES

60 min. Program — 6 min. of Adv.	$50.00
30 min. Program — 3 min. of Adv.	30.00
15 min. Program — 1½ min. of Adv.	20.00
Spot Announcement — 45 sec. of Adv.	5.00

QUANTITY DISCOUNTS

15 times	7½ %	60 times	15 %
30 times	10 %	75 times	20 %
45 times	12½ %	100 times	25 %